Marketing BSc (Hons) Programme Specification

Academic Year:	2026/2027
Degree Awarding Body:	The University of Bradford
Main Location:	City Campus
Subject Benchmark(s):	Bachelors in Business and Management (Quality Assurance Agency 2015)
Qualifications Framework:	HE Qualifications of UK Degree Awarding Bodies (FHEQ: QAA 2024) and Regulated Qualifications Framework (RQF: Ofqual 2015)
Target Degree Award:	Bachelor of Science with Honours (BSc Hons) Marketing [FHEQ Level 6]
Intermediate/exit awards:	Ordinary Degree of Bachelor (BSc) [FHEQ Level 6] or Diploma of Higher Education (DipHE) [FHEQ Level 5] or Certificate of Higher Education (CertHE) [FHEQ Level 4] or Foundation Certificate (FdCert) [RQF level 3].
Programme Admission:	UK and international students
Programme Start Month:	September
Course Modes of Study:	**UCAS code N500: 3 years full-time** **UCAS code N501: 4 years full-time with placement year or study abroad** **UCAS code N502: 4 years full-time with Integrated Foundation Year** **UCAS code N503: 5 years full-time with foundation and placement year** **Partner entry only:** 3-4 years full-time with international year 1 **Partner entry only**: 4-5 years full time (international incorporated Bachelors)

This programme leads to a Chartered Institute of Marketing (CIM) Accredited Degree. Holders of BSc (Hons) Marketing will be eligible for up to 62 credits of exemptions from CIM professional qualifications. **Find out more about CIM qualifications**.

Please note: The University has a set of terms and conditions for all students accepting an offer to study on a course here at Bradford. This is called the Student Contract. This document sets out the Terms and Conditions which apply when an offer of a place on a programme of study at the University of Bradford is accepted. **View our Student Contract for further details**. Information about this programme and its modules has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but changes may occur given the interval between publishing and commencement of teaching. Any change which impacts the terms and conditions of an applicant's offer will be communicated to them.

Recent changes

1. October 2023: Update to Study Abroad Semester
2. March 2024: Annual changes for 2024/25
3. July 2025: Annual Changes for the 2025 academic year, including changes to academic regulations.
4. May 2026: Annual changes for 2026, including admissions. Removed OIM5020-B and MAR5011-B, added MAR5016-B. Updated information about IY1, modes of study and placement/study abroad.
5. November 2026: Corrected document rendering glitch

Introduction

Marketing is central to our lives in the 21st century. Marketing is the dynamic and exciting area of business and management responsible for researching customer needs and finding innovative and better ways to deliver value and customer satisfaction. This may involve product and service development, planning, pricing, advertising, promotion and distribution. Marketing also focuses on developing and managing relationships with customers, competitors, partners, suppliers and other stakeholders.

Studying Marketing includes the study of consumer psychology and behaviour, the interface of business with society and culture, as well as international economics, management and innovation. Employers have recognised the need for marketing expertise in all organisations as Marketing is equally relevant in small businesses as well as large corporations, and in charities and non-profit organisations.

Underpinned by a sound understanding of the other business and management disciplines, this programme aims to create managers of the future and to equip them with the knowledge and skills that will allow them to operate effectively in the contemporary global business environment.

Students will be equipped with the knowledge and skills to apply principles of sustainability in their future working life in the field of marketing. Students will also be provided with the tools and techniques to manage their own development, ensuring that they can make a full contribution as an effective manager.

In our classrooms, we are actively using different online educational web-based simulations. Online simulations are recognised as an innovative and effective problem-based learning tool that allows active participation of students as value creators, ensuring application of strategic marketing and data analytics in a simulated business world scenario. This provides unparalleled opportunity for students to apply their learning to practice. Past graduates have been employed in roles such as brand management, marketing research, sales, retail management, PR, direct marketing, digital marketing, advertising and promotion.

The University of Bradford's School of Management is an exciting and innovative place to study. The programme is delivered by the International Business, Marketing and Branding Research Centre team at the School of Management. Team members have a wealth of both academic and practitioner experience and have a strong record of applied research. Guest speakers from business are a regular feature of most modules.

The BSc (Hons) Marketing award is a CIM Accredited Degree. It currently offers exemptions from parts of 3 CIM professional qualifications. For details on the exemptions you can apply for, visit the **CIM Accredited Degrees Universities database** website.

Programme Aims

A1. develop the knowledge, understanding and skills to enable students to become an effective and responsible manager of the future within the Marketing field in national and international settings

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A2. provide a supportive, structured environment in which students are encouraged to become effective problem solvers capable of applying logical, critical and creative thinking to a range of business-related problems at local, national and international levels specialising in Marketing.

A3. provide students with the means to develop personal transferable and managerial skills (including innovation and enterprise skills) fundamental for their career development and future progression

A4. provide students with the skills and competences to enhance their employability and which will open up professional opportunities to work autonomously and collaboratively when they graduate

A5. develop in students an appreciation and commitment to ethical action, social responsibility and sustainable development as a professional and citizen in local, national and global contexts

Programme Learning Outcomes

Students who start the programme in Stage 0 and are eligible to progress to Stage 1 are able to:

0. Apply knowledge and understanding of key academic and professional skills, through exploration of contemporary issues, research, analysis and problem-solving in the subject discipline.

To be eligible for the award of Certificate of Higher Education at FHEQ level 4, students will be able to:

1. Demonstrate an understanding of the key business disciplines and concepts including marketing, economics, accounting and finance, information and data management and human resources.

2. Understand and demonstrate marketing, people, and operational management skills relevant to the creation and maintenance of a sustainable local, national and international business environment.

3. Express confidence in report writing, oral presentation and effective team working skills that showcase the ability to work effectively with others.

Additionally, to be eligible for the award of Diploma of Higher Education at FHEQ level 5, students will be able to:

4. Show critical understanding of, apply, and evaluate a range of business and management principles and concepts with specific reference to marketing to inform and assess decision making processes, organisational performance and outcomes and issues across a range of national and international business and organisational sectors.

5. Evaluate a range of organisational functions, including marketing, in terms of value added, practical, and ethical contributions to a sustainable business environment.

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6. Demonstrate the ability to assess and critically analyse information, apply concepts and principles, and understand the limits of their knowledge and creative problem solving through a variety of group work, academic writing, and oral presentations.

7. Review their on-going professional and career development and have an identified plan to maintain and improve their knowledge and skills

Additionally, to be eligible for the Degree award of Bachelor of Science at FHEQ level 6, students will be able to:

8. Appraise and apply advanced specialist knowledge in marketing and a range of business and management disciplines to demonstrate an appreciation of the role of ethics, professionalism and regulation in effective practices specialising in Marketing.

9. Critically evaluate and apply appropriate theories, models, techniques and tools relevant to the analysis of a range of local, national, and international business and organisational situations.

10. Critically evaluate the development of appropriate strategies and policies within Marketing in a changing local, national and international environment to meet stakeholder interest and engage with the complexities of the sustainability agenda in its broadest sense.

11. Critically evaluate and debate theory and practice, related to a business or organisational issue and present a coherent set of recommendations based on an evaluation of the arguments, assumptions and concepts specialising in Marketing.

12. Critically evaluate and debate theory and practice through written and oral presentations using a variety of current methods and take responsibility for successful collaborative working.

13. Show the skills required to be an independent learner and seek out solutions to novel problems.

Assessment Strategy

Methods of assessment vary according to the learning outcomes of particular modules and the stage of study. Accordingly, the programme assessment may range from exams, individual coursework, group coursework, portfolios, computer assisted assessment, online simulations, and presentations. Whatever is deemed appropriate by the module leader. Throughout the programme their learning will be supported using various methods of formative assessment and feedback. This is to help students progress their studies and support their continuing development.

For all taught module's student learning will be directed, supported and reinforced through a combination of lectures, tutorials, small group seminars, virtual learning environment activities and guided private studies. The School of Management is also committed to demonstrating the relevance of taught material to real business problems; and students can expect to see guest industry lectures and the use of real industry sponsored business problems for assessment purposes.

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Generally, for each module, students will attend one lecture and one tutorial each week during which they will be in contact with teaching staff. Their learning will be supplemented by private and group study (as appropriate) following the direction of module teaching staff. All teaching will be supported by information and activities provided through the University's virtual learning environment.

One of the School of Management's main aims is to address major challenges for business and society such as global responsibility and sustainable development. Accordingly, the School seeks to prepare students who are able to contribute in an effective manner to debates about sustainable development and critically appraise the relationship(s) between the social, economic and environmental dimensions. Our intention is to nurture students who can apply the principles of sustainable development in their professional capacity. There are a number of individual modules that focus on sustainability issues and awareness of the importance and principles of sustainability is emphasised in all modules.

Learning and Teaching Strategy

The programme of study has three, one year long, stages of study. Within each stage students will gain a range of knowledge and understanding specific to business and management, more specialist insight to areas of business and management, and personal transferable skills, which will improve and enhance their ability to excel at university and beyond.

We understand students may arrive from school, college, or some other route as a tutor dependent learner, following prescribed lesson plans and assessments. Through a transformational educational experience students will graduate as an independent learner, able to identify their own learning needs, sources of information and an ability to critically evaluate, reflect upon and develop their own learning. This process of transformation will be gradual, progressive and supportive. Through each stage of study progressively more advanced skills, experiences and expectations will be introduced, challenging students to mature as a learner within a supportive and developmental environment.

Stage 1 of the programme contains core modules and provides the foundation level understanding to support the attainment of learning outcomes. During Stage 1 core knowledge and understanding of business and management will be introduced (LO1-3). Alongside these, key graduate learner skills including communication and the correct sourcing, use of and presentation of information including referencing will be introduced. Such skills will enable students to write in an academic manner and begin to reflect on the value and usefulness of the information with which they are presented, engage in team working and consider their future career paths.

Stage 2 contains core modules in Employability and Enterprise Skills. Employability and Enterprise Skills supports the attainment of more transferable skills such as problem solving and career enhancement. The broad range of options available throughout Stages 2 and 3 build on the underpinning knowledge gained at Stage 1. The focus here is more on interpretation and evaluation, rather than understanding and description.

In Stage 3 students will be prepared to demonstrate their ability as an independent learner. For the Stage 3, advanced specialist knowledge is gained via the choice of modules on offer and the

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enhancement of personal transferable skills is further developed. Students will be presented with teaching materials, methods and assessment strategies that will require them to be more evaluative and critical of theory and utilise problem solving skills, often in relation to advanced business scenarios, research information and communicate these effectively, either individually or and part of a group.

The School of Management prides itself on providing an educational experience which is informed by the world class research of the School's academic staff. The School also has a long tradition for ensuring that students develop academically with knowledge, understanding and personal skills that are relevant and fit the needs of contemporary business. Together, the exploration of leading research ideas and the application of knowledge and skills to real business problems pose interesting and appropriate challenges to our students.

Curriculum

The BSc (Hons) Marketing curriculum is organised into modular units, studied across the "Academic Year" (ACYR) of two Semesters or discretely in a single Semester.

Students study 120 credits in each stage/year, some of which are "core" to the programme and required to be studied, and some of which are "options" to choose one of from a list for the required credits. Some modules in later stages have "pre-requisites": these modules build on knowledge and understanding from earlier stages so need you to have selected a specific option in a previous year. Choosing options allows you to create your own personalised learning journey through business education for the job you want.

This integrated programme is designed to prepare and support you for a career in marketing and related business roles. From the moment you enrol, you will begin developing the knowledge, skills and commercial awareness needed to understand how organisations engage with customers and respond to market opportunities.

As you progress, you will explore marketing in greater depth, including areas such as consumer behaviour, digital marketing, branding and market research. You will develop your ability to create and evaluate marketing strategies in a range of contexts. The programme prepares you for careers in marketing, advertising, digital media and related fields.

Students can join the programme in Stage 0 (foundation) or Stage 1.

Stage 0
Students who join before stage 1 will build a strong foundation for studying at university level. Students will develop key academic and professional skills such as communication, teamwork, critical thinking and independent learning, while exploring contemporary issues affecting people, communities and society. Through project work and practical activities, students will develop skills in research, analysis and problem-solving.

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UK/home students can join the **"Stage 0"** foundation year and study 4 core modules:

Table 1: Marketing Foundation Year Stage 0 Modules

Level	Code	Module Title	Credit	Period	Selection
RQF 3	SIB3003-C	Fundamentals of Business and Management in a changing environment	30	Sem 1	Core
RQF 3	OIM3002-C	Becoming my professional self	30	Sem 1	Core
RQF 3	AFE3004-C	Introduction to Finance, Accounting and Economics in a Digital World	30	Sem 2	Core
RQF 3	SIB3004-C	Applied Project (Business and Management)	30	Sem 2	Core

International students can also join the alternate International College International Year 1 (IY1) or International Year 0 (IY0) if they have good academic results but need to improve their English. Search our website for **International College** for more information about IY1 or IY0 entry.

Stage 1

The FHEQ Level 4 core modules taken at Stage 1 are different depending on whether students study the standard Stage 1 or the International College International Year 1 (IY1) route. Both routes cover essentials in marketing and management education:

Table 2: Standard Stage 1 Core Modules

Module Code and Title	Credit	Period
AFE4001-B Business Economics	20	Acad. Year
MAR4002-B Foundations of Marketing	20	Acad. Year
AFE4015-B Finance and Accounting for Managers	20	Acad. Year
HRM4009-B People Work and Organisations/ Work in Context	20	Acad. Year
OIM4013-B Principles of Responsible Management and Practice	20	Acad. Year
OIM4012-B Fundamentals of Artificial Intelligence and Data Analytics	20	Acad. Year

Table 3: IY1 Stage 1 Core Modules

Module Code and Title	Credit	Period
BIC4030-B The Economic Environment	20	AcYr / NsYr
BIC4008-A Fundamentals of Marketing	10	Sem 3 / NsYr
BIC4004-B Accounting and Finance for Business	20	NsYr / Sem 3
BIC4007-B Understanding People, Work and Organisations	20	AcYr / NsYr
BIC4002-B Global Issues and Responsible Management	20	AcYr / NsYr
BIC4020-C Academic English and Skills	30	AcYr / NsYr

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Stage 2

In the second year students study 100 core credits and study one 20 credit module option:

Table 4: Marketing Stage 2 Modules

Level	Code	Module Title	Credit	Period	Selection
FHEQ 5	MAR5012-B	Consumer Behaviour and Digital Insights	20	Sem 1	Core
FHEQ 5	HRM5015-B	Entrepreneurship and Employability	20	Sem 1	Core
FHEQ 5	MAR5016-B	Marketing in Digital Transformation	20	Sem 1	Core
FHEQ 5	MAR5013-B	Digital and Social Media Marketing	20	Sem 2	Core
FHEQ 5	MAR5007-B	Integrated Marketing Communications	20	Sem 2	Core
FHEQ 5	EAE5001-B	Entrepreneurship, Creativity and Innovation	20	Sem 2	Option 1
FHEQ 5	HRM5018-B	Consultancy Skills and Practice	20	Sem 2	Option 2
FHEQ 5	SIB5003-B	Strategic Management	20	Sem 2	Option 3
FHEQ 4	LAW4004-B	Business Law and Ethics	20	Sem 2	Option 4

At the end of stage 2, students will be eligible to progress to Stage 3 or to the elective work placement or period of study abroad between Stages 2 and 3 if they are registered on the sandwich year route. See the **Placement and Study Abroad Options** section for more details.

Table 5: Marketing Stage 2E modules (placement/study abroad) FHEQ Level 5

Module Code	Module Title	Credit	Study Period	Module Selection
MAL5009-Z	Placement	0	Full year	Elective work placement
MAL5010-Z	Study Abroad	0	Full year	Elective international opportunities

Stage 3

In the final year students study 100 core credits & choose a Sem 2 module option for 20 credits:

Table 6: Marketing Stage 3 Modules (FHEQ Level 6)

Code	Module Title	Credit	Period	Select
HRM6013-D	Final Year Business Project	40	AcYr	Core
MAR6014-B	Digital Campaign Planning and Content Management	20	Sem1	Core
MAR6013-B	Product and Corporate Brand Management	20	Sem1	Core
MAR6011-B	Interactive Services Marketing	20	Sem2	Core
HRM6010-B	Business Ethics and Social Responsibility	20	Sem2	Option 1
SIB6009-B	Cross Cultural Management	20	Sem2	Option 2
OIM6013-B	Innovation in Logistics and Supply Chain Management	20	Sem2	Option 3
SIB6011-B	Multinationals in Emerging Economies	20	Sem2	Option 4

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Placement and Study Abroad Options

This programme provides the option for students to undertake study abroad in Stage 2 or a longer work placement or period of study abroad between Stages 2 and 3. Placements are a fantastic way of building on the professional skills developed during the programme and boosting students' practical industry experience prior to graduating. Equally, study abroad opportunities can be very valuable in giving students experience of academic and/or industrial contexts in other countries. Students wishing to take this option can register directly for, or can transfer to, the 4-year variant of the programme.

There are regular visits to the School of Management by representatives of both local and national companies, looking to recruit graduates. Placements enable students to further develop their transferable skills and may even secure their entry onto the graduate career ladder as many employers use a placement year as a method of recruitment onto their graduate training scheme.

There are also great opportunities for students to do shorter internships (6 or 8 weeks) or in-company projects. The International Opportunities team can advise students about the available funding to support their study or work experience abroad.

Any placement or period of study abroad is subject to approval by the Programme Team. Students who wish to participate in a placement or period of study abroad will be required to find, apply for and make the most of their chosen opportunity, and will be supported in doing so by the Programme Team as well as the central University Careers and Employability Service.

Further information about **internships and placements** and **study abroad opportunities** is published on the University's website.

Placement Year
Work placements are extremely valuable in helping students to develop their understanding of all aspects of finance and business. Our students are highly successful in securing both summer and year-long internships and placements with prestigious local and international employers.

Study Abroad Year
Instead of a placement year, students can opt to study abroad for one year in one of our partner institutions worldwide, where students will be taught in English. Study abroad has a number of benefits, not only as a unique experience in itself but also enhancing academic insights, employability and life skills and the Faculty and the University wish to encourage it, if the circumstances are appropriate. During the exchange the students will have support from the relevant University services.

Study Abroad Semester
Alternatively, students can choose to study abroad for Semester 1 or Semester 2 in Stage 2 and only in specified approved partner Universities. This is a cost- and time-effective way of getting international experience as you can complete your degree within 3 years.

The list of Study Abroad Semester partners is a subset of the Study Abroad Year partners offered and changes year-to-year depending on the curriculum offered. This option can be available ONLY

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if the modules offered by the host institution allow the student to meet the learning outcomes of the Bradford Programme at stage 2.

Unlike the year abroad exchange, the semester exchange requires students to study only modules suitable to the Bradford programme when abroad. Therefore, all modules selected for the exchange will have to be mapped to the Bradford programme learning outcomes and be approved by the Programme leader in Bradford in advance of the exchange. During the exchange, if the student needs to change the modules, this can only be done after approval of the Bradford Programme Leader. If the student fails a module abroad, the student must explore the possibility of re-taking any exams at the host university and immediately inform the International Opportunities Team.

During the exchange, students will have support from the relevant University services. All credit successfully obtained whilst on study abroad semester will count towards the students final degree.

Assessment, Continuation and Award Regulations

This programme follows the Assessment, Continuation and Award regulations for undergraduate taught courses published on the University's Website (**Regulation 2**).

Award of the Honours degree requires 360 FHEQ-rated credits and achievement of the award learning outcomes. Students who exit the programme with 300, 240 or 120 credits completed may be eligible for an intermediate award in line with the regulations.

Admission Requirements

We are proud to be **one of the most inclusive universities in the UK**. All our students have potential, and we believe that as many people as possible should have the chance to benefit from higher education, no matter what their background or circumstances.

We take the time to understand the background of our applicants, understand their journey to education, and make decisions based on an applicant’s potential to thrive at university and beyond.

People thinking of studying with the University of Bradford don’t need to wait for the start of the year to contact our Disability Service. The University can arrange for anyone to talk to this team about what support is on offer at Bradford including an invitation to our Get Set Day. To contact the Disability Service please complete the **request support form**.

Academic Entry Requirements
A typical offer to someone joining the BSc Marketing would be different for Stage 0 entry (4/5 year programme) or Stage 1 entry (3/4 year programme):

- Stage 0 (Foundation Year) entry: 64 UCAS tariff points plus Higher Level grade 3 or Standard Level grade 4 in English. GCSE English grade C/grade 4 (equivalents accepted).
- International students may be nominated to join BSc Marketing at Bradford through our partnership **University of Bradford International College** (UBIC) to the International

Foundation Year if they do not meet the Stage 1 entry requirements. For 2026/27 entry there is no direct International Stage 0 pathway

A typical offer to someone seeking entry through the UCAS scheme would be 112 tariff points, with Grade 4 (national Grade C) or above in GCSE Maths and English or the equivalents in other RQF Level 2 qualifications such as Key Skills.

There are no other subject-specific requirements for most qualifications. See our **online course page** for more examples of how to meet 112 points.

For international students, the level of English required is listed on the **University of Bradford English language requirements website**. International applicants who do not meet the IELTS requirement can take a **University of Bradford pre-sessional English course**. Examples of other equivalent international qualifications for entry are provided on the **University of Bradford page for your country or region**.

We are committed to raising aspirations and widening access to higher education, regardless of your background. The **University of Bradford Progression Scheme** welcomes applicants from a number of groups including adult learners who are 21+ on the first day of term, British armed forces families, carers and care experienced learners, estranged or orphaned learners, refugees and asylum seekers, and Romani or Traveller family members.

If applicants have prior certificated learning or professional experience which may be equivalent to parts of this programme, the University of Bradford has procedures to evaluate and recognise this learning to provide applicants with exemptions from specified modules or parts of the programme. Find more information about **recognition of prior learning decisions** on the University website.

Applications are welcome from students with non-traditional qualifications, and/or significant personal/professional experience. Students applying this way may be interviewed.

Information in this document is for the contemporary recruitment cycle and was accurate at time of publication. The current tariff and accepted qualifications for entry onto the programme is published at the online course page:
http://www.bradford.ac.uk/study/courses/ug/marketing-bsc

Information about entry to UBIC provision for this programme including available pathways is published online by Oxford International Education Group:
https://www.oxfordinternational.com/courses/detail/degree-university-of-bradford-bsc-hons-marketing/

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